

## JUST WHAT IS A FERTILIZER?

Webster's Collegiate Dictionary defines:

**Fertile**—Producing fruit or vegetables in abundance.

**Fertility**—Quality of being fertile.

**Fertilize**—To make fertile, to fecundate or impregnate.

**Fecundate**—To make fruitful or prolific.

**Manure**—To enrich with a fertilizer; any matter which makes land productive; a fertilizing substance.

The Universal Dictionary defines:  
**Fertilizer**—Any material used as a manure for the land.

**Manure**—Any fertilizing substance used for enriching the soil.

Therefore, ORGANIC D. M. S. & B. LIME, containing CALCIUM, CARBONATE, SULPHUR, POTASH and PHOSPHORIC ACID is a Super-Lime Fertilizer.

**A plat of ground is sadly in need of lime when it fails to produce a good crop of common red clover, or when the clover crop contains patches of sorrel.**

Moneta, Cal., May 13, 1921.

Mr. Lee B. Hawkins,  
Moneta, Calif.

Dear Sir:

Having purchased several tons of the D. M. S. & B. LIME of you in the early winter, you no doubt remember I was to let you know the results as soon as noticeable. We placed a portion of the lime around each fig tree and worked it into the soil. Am glad to say we see a wonderful improvement. The trees have never had such beautiful dark green, glossy foliage, and the leaves are large and well developed. We are sure that the lime has made our soil much easier to work. At present everything points to a bumper crop of fruit.

I certainly recommend the use of D. M. S. LIME in orchard, field and garden.

Yours very truly,  
(Signed) M. E. LARGE,  
Grower of Fancy Figs.

### SOUTH DAKOTA STATE COLLEGE and EXPERIMENT STATION Agronomy Department

Brookings, South Dakota.  
October 6, 1921.

Mr. S. Maus Purple,  
General Manager,  
Torrance Lime & Fertilizer Co.,  
Lomita, Cal.

Dear Sir:

Permit me to thank you for the samples of your products together with the press notice which you so kindly furnished me.

I shall add this specimen to our museum collection for use in the class room.

Very truly yours,  
(Signed) J. HADDEN HUTTON,  
Associate Agronomist.

634 St. Andrews Place,  
Los Angeles, Calif.,  
July 9, 1921.

California Lime & Fertilizer Co.,  
299 Wholesale Terminal,  
Los Angeles, Calif.

Gentlemen:

I have recently had occasion for the use of a fertilizer to put life in the soil on my property on St. Andrews Place, and giving the subject considerable thought in the selection of a suitable fertilizer, I came to the conclusion to try DECOMPOSED MARINE SHELL AND BONE LIME.

After two weeks from the time of application I was convinced that I had made no mistake. The growth and color that resulted far surpassed my expectations, and therefore I take great pleasure in giving a testimonial as to its value to one in need of soil rejuvenating.

A visit to the above address will convince the most skeptical, as our soil, I claim, is the most unproductive in this neck of the woods.

Most sincerely,  
(Signed) J. W. A. OFF.

Have you tried D. M. S. & B. Lime Home Brew? It keeps the Home Fires Burning. It contains life-giving constituents—Calcium, Phosphoric Acid, Sulphur, Potassium. What you put in the soil reverts to the body.

The way to meet your troubles is to face it. Use D. M. S. & B. Lime and your troubles fade like a mist beneath the rising sun.

## COMPOSITE OF SIX SAMPLES

Los Angeles, July 16, 1921.

Phosphoric Acid (P<sub>2</sub>O<sub>5</sub>)..... 1.58  
Acid Soluble Potash (K<sub>2</sub>O)..... .72

SMITH, EMERY CO.,  
Chemists and Chemical Engineers.

K. E. WATSON  
Prescription Druggist  
Orange, California

Orange, Cal., June 7, 1921.

Mr. M. S. Bulkeley,  
138 Fremont St.,  
San Francisco, Cal.

Dear Sir: In reply to your letter of June 4th, I have used the D. M. S. Lime on my orange grove. Last spring I put on an application of six tons to the acre. My orchard consists of adobe soil. The application of lime loosened up the soil and made the fertilizer that I had been applying available. My trees have increased in production and are in a much more healthy condition than before I put it on. I believe a heavier application, say ten tons per acre, would be better on heavy soil. My next application will be about that amount. Hoping this information will be of some value to you, I remain,  
Yours truly,  
K. E. WATSON.

Gray Clay

Los Angeles, Aug. 11, 1921.

Total Potassium Oxide (K<sub>2</sub>O)..... 0.65  
Phosphoric Anhydride (P<sub>2</sub>O<sub>5</sub>)..... 0.51

SMITH, EMERY CO.,  
Chemists and Chemical Engineers.

Los Angeles, Aug. 27, 1921.

Calcium Oxide (CaO)..... 48.52%  
Sulphur Trioxide (So<sub>3</sub>)..... Trace  
Magnesium Oxide (MgO)..... 1.32  
Carbon Dioxide (CO<sub>2</sub>)..... 39.08  
Phosphoric Acid (P<sub>2</sub>O<sub>5</sub>)..... 0.45  
Acid Insoluble (silica, etc.)..... 8.30

Synthetic Equivalent of Above  
Calcium Carbonate (CaCO<sub>3</sub>)..... 85.65  
Magnesium Carbonate (MgCO<sub>3</sub>)..... 2.75  
Calcium Phosphate Ca<sub>3</sub>(PO<sub>4</sub>)<sub>2</sub>..... 0.98  
Calcium Sulphate (CaSO<sub>4</sub>)..... Trace  
Acid Insoluble (Silica, etc.)..... 8.30  
GEO. W. GOOCH,  
Analytical Chemist,  
Copp Bldg., Los Angeles.

Open air, open door, open shop, open covenants, open minds, all lead to D. M. S. & B. Lime. The County is suffering from a deficiency on account of our inability to supply more.

R. F. D. No. 1, Box 250-D,  
Gardena, Calif.,  
May 21, 1921.

California Lime & Fertilizer Co.,  
Los Angeles, Calif.

Gentlemen:

Three months ago I bought some D. M. S. & B. lime from you, which I had heard from my neighbors was a good fertilizer, for the purpose of putting it on sweet potato plants, which I have grown all my life, and while you have not asked me for a letter, I am so well pleased with the results that I cannot help but want you to know that I have grown more and better plants in less time than ever before. It has loosened up my heavy adobe where my sweet potato plants are so I can pull my plants very easily by hand.

Coming from Alabama, I believe I know what sweet potatoes are.  
Yours truly,  
(Signed) W. A. GILLIAM.

Size, quality and price of your crop is fully determined by the fertility of your soil.

TROTTER & LINCOLN  
312 American Avenue  
Long Beach, California

Long Beach, California.  
June 9, 1921.

Torrance Lime & Fertilizer Co.,  
Bradbury Bldg.,  
Los Angeles, Cal.

Gents:

I received a sample of your fertilizer at the orange show and like the results which I obtained from it very much. It is all that you claim for it and then some.

I am unable to find any one in Long Beach selling it and as I am anxious to use it on my fruit trees, garden and flowers, will you kindly ship me 100 lbs. of it and as soon as I receive same will mail you a check to cover the shipment.

I can recommend it to anyone that is in doubt and inclined to be from Missouri, as my experience with it is all that I could ask for.

Trusting that I will receive the shipment promptly, I remain,  
Respectfully yours,  
A. T. LINCOLN.

Residence 3643 E. 4th St.,  
Long Beach, California.

## BOOSTER!

1405 East 39th Street  
Los Angeles, California

September 27, 1921.

Mr. S. Maus Purple, Manager,  
Torrance Lime & Fertilizer Co.,  
Lomita, California.

Dear Sir:

In response to your request for my opinion of D. M. S. & B. Lime Fertilizer, will say that the Lime speaks for itself, mere words of opinion being unnecessary. It was indeed a surprise to see the amount of fruit gathered from the trees to which D. M. S. & B. was applied. There was a very marked difference in the productivity of previous years, due entirely to the benefits of your "Available" lime fertilizer.

Trusting that this word of commendation may rescue someone from the sea of doubt, I will always be  
A Booster of D. M. S. & B.  
(Signed) W. W. JORDAN.

P. S.—The above application was to peach, apricots, figs and loquat trees; also flowers and lawn, all of which has greatly improved with only one application.  
W. W. J.

## RIPPLING RHYMES—INSOMNIA

"If one can go to bed and sleep, he has no cause to wail or weep, however large the load of care that he is called upon to bear. A good night's sleep should nerve the soul to put affliction in the hole. The man who rises from his bed, refreshed by sleep from heels to head, and yet confesses dotard fear of griefs and worries lurking near, is much too cheap to have around; he's dear at half a cent a pound. But if a fellow cannot snooze when he takes off his shirt and shoes, and soaks his false teeth in a pail, and hangs his whiskers on a nail, the fight's unequal from the first, and he is bound to draw the worst. He cannot fight with steady lance, he cannot look with dauntless glance upon the troubles of the day; he wants to shriek and run away. One fellow wins in all he tries, and captures ever offered prize, because when he retires to bed, he sleeps eight hours, like someone dead. Another fails and draws a blank, and owes some money at the bank, because at night he seldom knows a solid hour of real repose.—Walt Mason.

## CALIFORNIA VEGETABLE UNION

812 Union Oil Building  
Los Angeles, Cal.

Los Angeles, Cal.  
June 18, 1921.

Mr. Lee B. Hawkins,  
Moneta, Calif.

Dear Sir:

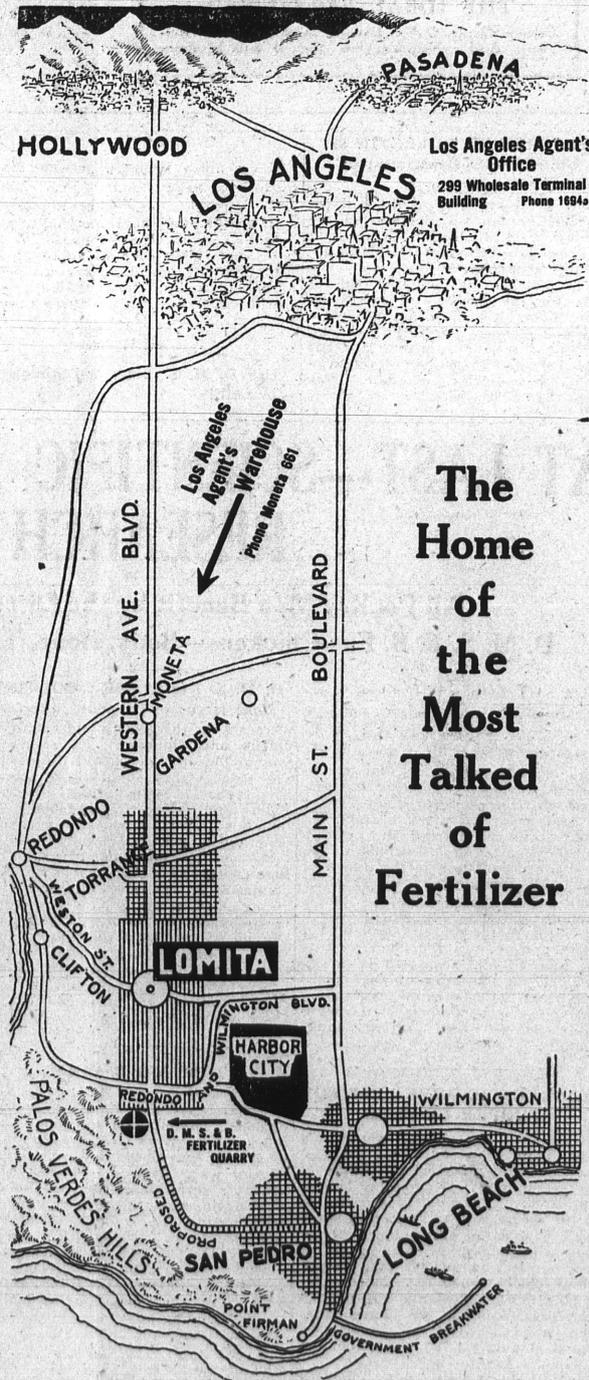
Some time ago I bought of you 800 lbs. of that famous Torrance Lime. At that time you said it was going to be higher in price. I would like to know if it has gone up and how much. Have been talking Torrance Lime to my neighbors and have got them interested and think that they will want some of it.

I want to get at least 1000 lbs. of it next month, as I know that it is a fine thing for trees and plants.

Let me hear from you as soon as possible as to the price at your warehouse.

Very truly yours,  
A. G. HARPER.

1768 East Vernon Ave.,  
Los Angeles, Cal.



The Home of the Most Talked of Fertilizer

## PERMANENT FOSSIL EXHIBIT ON DISPLAY AT QUARRY WEEK DAYS

Vital elements necessary to the success of your crop, "and ultimately your success," lie dormant in your soil or have become exhausted. D. M. S. & B. Calcium Carbonate will release the latent possibilities and give new life, fertility and intensive vigor to your soil.

After Dr. Wm. Crocker, University of Chicago.

Due to acids that are formed in the Soil, Limestone is dissolved out of the Soil at the rate of about 800 pounds per year acre.

This loss must be made good by the continual addition of lime.

## ATTENTION!

SCIENTISTS  
GEOLOGISTS  
HISTORIANS  
LANDSCAPE ARTISTS  
AGRONOMISTS  
BIOLOGISTS  
AGRICULTURISTS  
RANCHERS  
FARM ADVISORS  
POULTRYMEN  
IN FACT

In Fact  
CITIZENS IN EVERY  
WALK OF LIFE

## THE TORRANCE LIME and FERTILIZER COMPANY

Extend to You  
A Hearty Invitation

To visit their Lime Quarry in the foothills of the Palos Verde Range, where the D. M. S. Prehistoric Fossils are daily being excavated, a permanent exhibit of which is on display week days.

This vast upheaval of Marine Life Lime, consisting of millions of tons, lies plainly before your vision, welcoming your inspection, and inviting your comparison.

When you realize that Time lends more to the economical foundation and progress of a nation than any single commodity, we should well appreciate our Heavenly Father's supreme wisdom in placing such a decomposed soluble lime deposit at the very door of a city destined to become the greatest of the universe.

TO THE DOUBTING THOMAS  
TO THE ILL ADVISOR  
TO THE KNOW IT ALL  
VISIT OUR RESEARCH DEPARTMENT

and  
CONVINCE YOURSELF